

Appendix

Clean Version of the Abstract

A system for facilitating simulations and modelling of market sales volume is provided including a server, an input device, at least one web page, and software for projecting penetration of merchandise at a predetermined number of weeks, W, since a launch of a product, based on weekly data of initial purchases from a launch of a product. The software can also be operable for generating a curve from weekly sales data. The software can also be operable for retrieving a component of the curve (B) representing a degree of belly of the curve, retrieving a component from the curve representing a slope term (S) and performing a calculation to produce a predicted or continued value for components of market sales volume using the B component and the slope component (S) in a formula, wherein the formula is:

$$\text{Predicted} = \text{Exp}(s) \times W^B.$$

Clean Version of the Pending Claims

1. A system for facilitating modeling of market sales volume comprising:
 - a server including a database having a number of client files, wherein each client file is an organized client data file including a number of linked web pages which are downloadable and displayable to a client program at a remote client having a graphical user interface;
 - an input device coupled to the remote client and on-line to the server;
 - at least one web page including a data field for entering a parameter for an analysis of a client file; and
 - software means operable on the server and the client program at the remote client for projecting penetration of products or merchandise at a predetermined number of weeks, W, since a launch of a product, based on weekly data of initial purchases from a launch of a product according to a method, the method comprising:
 - generating a curve from weekly sales data wherein the curve plots a set of weekly sales data versus number of weeks from the launch of the product;
 - retrieving a component of the curve (B) representing a degree of belly of the curve;
 - retrieving a component from the curve representing a slope (S); and

